

WASHINGTON, D.C. - The Census "mail participation rate" for the Central Coast counties of Monterey, San Benito and Santa Cruz are all slightly below the national average of 52 percent as of April 1, National Census Day. The actual deadline for mailing in Census forms will fall later this month.

"Ensuring an accurate count for the Central Coast is important to make sure the region gets its share of federal dollars for schools, transportation, emergency services and many other key programs," Congressman Sam Farr (D-Carmel) said Thursday. Farr will host a Census promotion event on Monday.

The mail participation rate is the percent of forms mailed back by households that have received them. In the 2000 Census, all three counties were at or slightly below the final national participation rate of 72 percent. Households that don't send in forms will be placed on a list to receive a visit from a Census taker who will ask the same questions.

Local mail participation rates as of April 1, 2010:

Counties:

## Local Census Rates Below National Average

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- Monterey County, 47 percent
- San Benito County, 50 percent
- Santa Cruz, 50 percent

### Cities:

- Capitola, 50 percent
- Carmel, 33 percent
- Del Ray Oaks, 56 percent
- Gonzales, 41 percent
- Greenfield, 40 percent
- Hollister, 50 percent
- King City, 41 percent
- Marina, 47 percent
- Monterey, 52 percent
- Pacific Grove, 53 percent
- Salinas, 46 percent
- San Juan Bautista, 50 percent
- Sand City, 34 percent
- Santa Cruz, 48 percent
- Seaside, 47 percent
- Soledad, 41 percent
- Watsonville, 52 percent

View the full map here: <http://2010.census.gov/2010census/take10map>

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